



WISCONSIN LEGISLATURE

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FOR IMMEDIATE RELEASE

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Multiple Wausau Organizations Receive JEM Grants

\$2,978,000 million projected economic impact

Madison, WI - Yesterday, the Wisconsin Department of Tourism announced 2 Wausau area organizations will receive approximately \$51,300 in Joint Effort Marketing (JEM) grants. These grants are awarded to non-profit organizations for the promotion of Wisconsin tourism events and destinations.

“I was excited to see the Wausau/Central Wisconsin Convention & Visitors Bureau and the Hmong American Center receive grants as part of the JEM grant program. The International Wisconsin Ginseng Festival and the Hmong Wausau Festival showcase our community and bring in visitors from all over the world. These grants will serve to promote and expand the festivals, and have a nearly \$3 million projected economic impact,” shared Rep. Spiros.

The International Wisconsin Ginseng Festival will be held September 14-16, 2018. The Hmong Wausau Festival will be held July 28-29, 2018. Both festivals are eligible for grant funds for up to three years until the projects become self-sustaining.

“The Hmong Wausau Festival and the Wisconsin Ginseng Festival show visitors how special Wausau is while reminding residents of all we have right in our backyard,” said Senator Petrowski. “With the additional marketing grants, I look forward to seeing these festivals grow even larger in the years to come.”

“The Wausau area is home to thousands of Hmong Americans. Both of these festivals are a great opportunity to present the rich Hmong culture that is dispersed throughout our community and present the city of Wausau and all it has to offer,” said Rep. Snyder.

For more information on the JEM program, please visit <http://industry.travelwisconsin.com/>

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